

CERTIFICATE OF MAILING/TRANSMISSION (37 CFR 1.8)

hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being submitted by First Class mail to the US Patent and Trademark Office: Commissioner for Patents, PO Box 1450, Alexandria, VA 22313-1450 or transmitted by facsimile to the U.S. Patent and Trademark Office, Fax No. (571)283-8300.

Date: 23 February 2006

By: Laurie A. Torres
Laurie A. Torres

Mail Stop Amendment

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re: Patent Application of Charles A. Eldering

Conf. No.: 3387 : Group Art Unit: 3622
Appln. No.: 09/857,257 : Examiner: Nguyen, Tri V.
Filing Date: 01 June 2001 : Att'y. Docket No.: T709-12
Title: Advertisement Auction Service

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

INFORMATION DISCLOSURE STATEMENT

Each of the documents listed on the attached Information Disclosure Statement Citation Form PTO/SB/08A may be material to the patentability of the above-identified patent application and/or may result in a duty to disclose in accordance with 37 C.F.R. §1.56.

In accordance with the official waiver posted July 11, 2003, copies of the U.S. Patents and U.S. Patent Publications listed on the attached Form PTO/SB/08A are not being provided. However, copies of the foreign references and non-patent documents are enclosed. The official waiver withdraws the requirement under 37 C.F.R. § 1.98(a)(2)(i) for submitting copies of each listed U.S. Patent and U.S. Patent Application Publication with respect to applications filed after June 30, 2003. Copies of the listed U.S. Patent documents will be provided upon request.

The filing of this Information Disclosure Statement shall not be construed as an admission that any of the listed documents constitute prior art, nor as an admission against interest in any manner.

This Information Disclosure Statement is being submitted:

Application No. 09/857,257

- ☐ (1) within three (3) months of the filing date, entry into national phase in an international application or before the mailing date of the First Office Action; or
- ☒ (2) after the period defined in (1) above but before the mailing date of a Final Rejection or Notice of Allowance, and
- ☐ Certification is made below, or
- ☒ The check or authorization to charge deposit account in the amount of the fee set forth by 37 C.F.R. §1.17(p) is attached.
- ☐ (3) after the mailing date of a Final Rejection or Notice of Allowance but before the payment of the Issue Fee, and
- ☐ Applicant hereby Petitions the Commissioner to consider the attached references; Certification is made below and the fee is included.

It is respectfully requested that this Information Disclosure Statement and the documents listed on the attached Form PTO/SB/08A be considered and acknowledged by the Examiner in connection with the above-identified patent application, be made of record therein, and that the listed document(s) be cited in the issued patent.

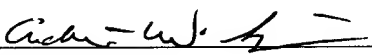
☒ The Commissioner is hereby authorized to charge Deposit Account No. 501535 as noted below. A duplicate copy is enclosed:

☒ Information Disclosure Statement Fee under 37 C.F.R. §1.97(c) and §1.17(p) in the amount of \$180.00.

Application No. 09/857,257

☒ Any deficiencies or overpayments in the above-calculated fee.

Respectfully submitted,



Andrew W. Spicer
Reg. No. 57,420
Technology, Patents and Licensing Inc.
2003 South Easton Road, Suite 208
Doylestown, PA 18901
(267) 880-1720

Date: 2/23/06

Customer Number: 27832



Form PTO/SB/08A		Complete if Known	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT (use as many sheets as necessary)		Application Number	09/857,257
		Filing Date	01 June 2001
		First Named Inventor	Eldering, Charles A.
		Group Art Unit	3622
		Examiner Name	Nguyen, Tri V.
Sheet	1	of	8
		Attorney Docket Number	T709-12

U.S. PATENT DOCUMENTS				
Exr Initials	U.S. Patent Document		Name of First Inventor of Cited Document	Date of Publication of Cited Document MM-YYYY
	Number	Kind Code (if known)		
	US4258386		Cheung; Shiu H.	03-1981
	US4779198		Lurie; Oscar M.	10-1988
	US4833308		Humble, David R.	05-1989
	US4930011		Kiewit; David A.	05-1990
	US4972504		Daniel, Jr.; James N.	11-1990
	US5029014		Lindstrom; James E.	07-1991
	US5099319		Esch; Arthur G.	03-1992
	US5128752		Von Kohorn; Henry	07-1992
	US5155591		Wachob; David E.	10-1992
	US5201010		Deaton; David W.	04-1993
	US5223924		Strubbe; Hugo J.	06-1993
	US5227874		Von Kohorn; Henry	07-1993
	US5231494		Wachob; David E.	07-1993
	US5237620		Deaton; David W.	08-1993
	US5251324		McMullan, Jr.; Jay C.	10-1993
	US5271626		Llenas; Montserrat H.	12-1993
	US5285278		Holman; Michael J.	02-1994
	US5305196		Deaton; David W.	04-1994

FOREIGN PATENT DOCUMENTS						
Exr Initials	Foreign Patent Document			Name of Applicant of Cited Document	Date of Publication of Cited Document MM-YYYY	T ₁
	Country Code	Number	Kind Code (if known)			
	CA	2151458		HENDRICKS	02-2004	
	CA	2164608		HAMILTON	12-1994	
	CA	2264392		MIHARA	01-1999	
	CA	2323166		BASCO	04-2001	
	EP	1220542		KAPLAN	07-2002	

OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS		
Exr Initials	Include Name of first Author (in CAPITAL LETTERS), title of the article (where appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), volume-issue number(s), page(s), date (in parentheses). If a book, also include publisher and city and/or county where published.	T ₁
	Product Literature, Imgis, "AdForce", Copyright 1998, 5 pgs.	
	Press Release, AdForce, "Adforce Introduces AdForce EveryWhere: Advertising, Marketing & Promotions Whereever a Digital Signal Can be Sent", 3/27/00, 3 pgs.	
	Product Literature, AdForce, "AdForce Strategic Partners", 2 pgs.	
	Marketing Literature, Broadvision, "The Power of Personalization", 3 pgs.	

Examiner Signature		Date Considered	
2/23/2006			

T₁ - Place a check mark if complete document is in English; otherwise, place a letter "A" if only an English abstract is attached.

Form PTO/SB/08A				Complete if Known	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT (use as many sheets as necessary)				Application Number	09/857,257
				Filing Date	01 June 2001
				First Named Inventor	Eldering, Charles A.
				Group Art Unit	3622
				Examiner Name	Nguyen, Tri V.
Sheet	2	of	8	Attorney Docket Number	T709-12

U.S. PATENT DOCUMENTS				
Exr Initials	U.S. Patent Document		Name of First Inventor of Cited Document	Date of Publication of Cited Document MM-YYYY
	Number	Kind Code (if known)		
	US5315093		Stewart, Roy A.	05-1994
	US5327508		Deaton, David W.	07-1994
	US5331544		Lu, Daozheng	07-1994
	US5351075		Herz, Frederick	09-1994
	US5388165		Deaton, David W.	02-1995
	US5400166		Huber, David R.	03-1995
	US5424770		Schmelzer, Richard A.	06-1995
	US5430644		Deaton, David W.	07-1995
	US5448471		Deaton, David W.	09-1995
	US5457562		Tremblay, Gerard	10-1995
	US5532732		Yuen, Henry C.	07-1996
	US5534911		Levitan, Gutman	07-1996
	US5559549		Hendricks, John S.	09-1996
	US5592560		Deaton, David W.	01-1997
	US5574860		Perlman, Radia J.	11-1996
	US5585858		Lett, David B.	01-1997
	US5600366		Schulman, Martin A.	02-1997
	US5600573		Hendricks, John S.	02-1997

FOREIGN PATENT DOCUMENTS						
Exr Initials	Foreign Patent Document			Name of Applicant of Cited Document	Date of Publication of Cited Document MM-YYYY	T ₁
	Country Code	Number	Kind Code (if known)			
	WO	9423383A1		LALONDE	10-1994	
	WO	9712486		SLEZAK	04-1997	
	WO	9726612A1		PECKOVER	07-1997	
	WO	9741673A2		GERACE	11-1997	
	WO	9821713A2		LEVILLE	05-1998	

OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS		
Exr Initials	Include Name of first Author (in CAPITAL LETTERS), title of the article (where appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), volume-issue number(s), page(s), date (in parentheses). If a book, also include publisher and city and/or county where published.	T ₁
	Product Literature, DoubleClick, Inc., "DoubleClick Dart", Copyright 1996-8, 12 pgs.	
	Product Literature, Engage Technologies, "Engage. Discover", Copyright 1997, 13 pgs.	
	Marketing Literature, FireFly Corporation, FireFly Passport", 8 pgs.	
	FORTANET, I; IEEE Paper, "Netvertising: content-based subgeneric variations in a digital genre", System Sciences 1998, Proceedings of the Thirty-First Hawaii International Conference on 01/1998. Vol.12, 12 pgs.	

Examiner Signature		Date Considered	
2/23/2006			

T₁ - Place a check mark if complete document is in English; otherwise, place a letter "A" if only an English abstract is attached.

Form PTO/SB/08A		Complete if Known	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT (use as many sheets as necessary)		Application Number	09/857,257
		Filing Date	01 June 2001
		First Named Inventor	Eldering, Charles A.
		Group Art Unit	3622
		Examiner Name	Nguyen, Tri V.
Sheet	3	of	8
		Attorney Docket Number	T709-12

U.S. PATENT DOCUMENTS				
Exr Initials	U.S. Patent Document		Name of First Inventor of Cited Document	Date of Publication of Cited Document MM-YYYY
	Number	Kind Code (if known)		
	US5612742		Krause; Edward A.	03-1997
	US5619709		Caid; William R.	04-1997
	US5621728		Lightfoot; Regina	04-1997
	US5621812		Deaton; David W.	04-1997
	US5632007		Freeman; Michael J.	05-1997
	US5638457		Deaton; David W.	06-1997
	US5642485		Deaton; David W.	06-1997
	US5644723		Deaton; David W.	07-1997
	US5649114		Deaton; David W.	07-1997
	US5650994		Daley; Kathleen	07-1997
	US5652615		Bryant; Stewart Frederick	07-1997
	US5659469		Deaton; David W.	08-1997
	US5661516		Carles; John B.	08-1997
	US5675662		Deaton; David W.	10-1997
	US5687322		Deaton; David W.	11-1997
	US5704017		Heckerman; David E.	12-1997
	US5724091		Freeman; Michael J.	03-1998
	US5752160		Dunn; Matthew W.	05-1998

FOREIGN PATENT DOCUMENTS					
Exr Initials	Foreign Patent Document			Name of Applicant of Cited Document	Date of Publication of Cited Document MM-YYYY
	Country Code	Number	Kind Code (if known)		
	WO	9821877		BEDARD	05-1998
	WO	9827723		YUEN	06-1998
	WO	9926415		BAR-EL	05-1999
	WO	9944159		JAYE	09-1999
	WO	9955066		ZETMEIR	10-1999

OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS				
Exr Initials	Include Name of first Author (in CAPITAL LETTERS), title of the article (where appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), volume-issue number(s), page(s), date (in parentheses). If a book, also include publisher and city and/or county where published.			
	Marketing Literature, Matchlogic Services, "Matchlogic, Inc.", 2 pgs.			
	Marketing Literature, Media Metrix, "Frequently Asked Questions", 2 pgs.			
	Product Literature, Net Perceptions Corporation, White Papers "Adding Value in the Digital Age", 11 pgs.			
	Product Literature, Netgravity, Inc., "AdServer 3", 6 pgs.			

Examiner Signature		Date Considered	
2/23/2006			

Form PTO/SB/08A				Complete if Known	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT (use as many sheets as necessary)				Application Number	09/857,257
				Filing Date	01 June 2001
				First Named Inventor	Eldering, Charles A.
				Group Art Unit	3622
				Examiner Name	Nguyen, Tri V.
Sheet	4	of	8	Attorney Docket Number	T709-12

U.S. PATENT DOCUMENTS				
Exr Initials	U.S. Patent Document		Name of First Inventor of Cited Document	Date of Publication of Cited Document MM-YYYY
	Number	Kind Code (if known)		
	US5754938		Herz; Frederick S. M.	05-1998
	US5754939		Herz; Frederick S. M.	05-1998
	US5761601		Nemirofsky; Frank R.	06-1998
	US5761662		Dasan; Vasanthan S.	06-1998
	US5774868		Cragun; Brian John	06-1998
	US5796952		Davis; Owen	08-1998
	US5801747		Bedard; Karen	09-1998
	US5801753		Eyer; Mark K.	09-1998
	US5808694		Usui; Hirofumi	09-1998
	US5832457		O'Brien; Michael F.	11-1998
	US5835087		Herz; Frederick S. M.	11-1998
	US5848396		Gerace; Thomas A.	12-1998
	US5886731		Ebisawa; Kan	03-1999
	US5917830		Chen; David	06-1999
	US5926205		Krause; Edward A.	07-1999
	US5930764		Melchione, Anthony T.	07-1999
	US5931901		Wolfe; Robert L.	08-1999
	US5956088		Shen; Paul	09-1999

FOREIGN PATENT DOCUMENTS						
Exr Initials	Foreign Patent Document			Name of Applicant of Cited Document	Date of Publication of Cited Document MM-YYYY	T ₁
	Country Code	Number	Kind Code (if known)			
	WO	9965237		ISMAIL	12-1999	
	WO	9966719		ZIGMOND,	12-1999	
	WO	0008802		MERRIMAN	02-2000	
	WO	0033233		ELDERING	06-2000	
	WO	0049801		YUEN	10-2001	

OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS		
Exr Initials	Include Name of first Author (in CAPITAL LETTERS), title of the article (where appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), volume-issue number(s), page(s), date (in parentheses). If a book, also include publisher and city and/or county where published.	T ₁
	Product Data Sheet, Open Sesame, "Learn Sesame", 3 pgs.	
	Product Literature, Aptex Software, Inc., "SelectCast for Commerce Servers", 2 pgs.	
	Product Literature, Aptex Software, Inc., "SelectCast for Ad Servers", 2 pgs.	
	ROSSI, PETER E., "The Value of Purchase History Data in Target Marketing", Marketing Science; Vol. 15, No. 4, 1996, 20 pgs.	

Examiner Signature		Date Considered	
--------------------	--	-----------------	--

2/23/2006

T₁ - Place a check mark if complete document is in English; otherwise, place a letter "A" if only an English abstract is attached.

Form PTO/SB/08A				Complete if Known	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT (use as many sheets as necessary)				Application Number	09/857,257
				Filing Date	01 June 2001
				First Named Inventor	Eldering, Charles A.
				Group Art Unit	3622
				Examiner Name	Nguyen, Tri V.
Sheet	5	of	8	Attorney Docket Number	T709-12

U.S. PATENT DOCUMENTS				
Exr Initials	U.S. Patent Document		Name of First Inventor of Cited Document	Date of Publication of Cited Document MM-YYYY
	Number	Kind Code (if known)		
	US5966120		Arazi; Efraim	10-1999
	US5969715		Dougherty; Brian P.	10-1999
	US5970469		Scroggie; Michael C.	10-1999
	US5974396		Anderson; Michael W.	10-1999
	US5974399		Giuliani; John A.	10-1999
	US5978799		Hirsch; G. Scott	11-1999
	US5990927		Hendricks; John S.	11-1999
	US6002393		Hite; Kenneth C.	12-1999
	US6009409		Adler; Micah A.	12-1999
	US6012051		Sammon, Jr.; Thomas M.	01-2000
	US6014634		Scroggie; Michael C.	01-2000
	US6020880		Naimpally; Saiprasad V.	02-2000
	US6020883		Herz; Frederick	02-2000
	US6026370		Jermyn; Michael G.	02-2000
	US6029045		Picco; Martin R.	02-2000
	US6029195		Herz; Frederick S. M.	02-2000
	US6038256		Linzer; Elliot N.	03-2000
	US6038591		Wolfe; Robert L.	03-2000

FOREIGN PATENT DOCUMENTS					
Exr Initials	Foreign Patent Document			Name of Applicant of Cited Document	Date of Publication of Cited Document MM-YYYY
	Country Code	Number	Kind Code (if known)		
	WO	0013434		DAUM	03-2000
	WO	0054504		GOLDMAN	09-2000
	WO	0064166		GORDON	04-2002
	WO	0065237		JOHNSON	11-2000
	WO	0069163		ELDERING	11-2000

OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS		
Exr Initials	Include Name of first Author (in CAPITAL LETTERS), title of the article (where appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), volume-issue number(s), page(s), date (in parentheses). If a book, also include publisher and city and/or county where published.	T ₁
	RASKUTTI, "Acquiring Customer Preferences for Information Filtering: a Heuristic-Statistical Approach", Proceedings of the 5 th Int'l. Conference on User Modeling, Kaluna-Kona, HI, USA, 3 pgs., (2-5 January 1998)	
	ARMSTRONG, Larry "Coupon Clippers Save Your Scissors", Business Week, Cover, Table of Contents, 4 pgs., (June 20, 1994)	
	CHANG, "Goodies" in exchange for consumer information on the internet: the economics and issues" System Science, Proceedings of the 31 st Hawaii Intn'l. Conference, Vol.4, 12 pgs., (01/1998)	

Examiner Signature		Date Considered	
--------------------	--	-----------------	--

2/23/2006

T₁ - Place a check mark if complete document is in English; otherwise, place a letter "A" if only an English abstract is attached.

Form PTO/SB/08A				Complete if Known	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT (use as many sheets as necessary)				Application Number	09/857,257
				Filing Date	01 June 2001
				First Named Inventor	Eldering, Charles A.
				Group Art Unit	3622
				Examiner Name	Nguyen, Tri V.
Sheet	6	of	8	Attorney Docket Number	T709-12

U.S. PATENT DOCUMENTS				
Exr Initials	U.S. Patent Document		Name of First Inventor of Cited Document	Date of Publication of Cited Document MM-YYYY
	Number	Kind Code (if known)		
	US6055573		Gardenswartz; Will H.	04-2000
	US6061097		Satterfield; Kevin D.	05-2000
	US6084628		Sawyer; Francois	07-2000
	US6108637		Blumenau; Trevor	08-2000
	US6119098		Guyot; Patrice D.	09-2000
	US6134532		Lazarus; Michael A.	10-2000
	US6141010		Hoyle; Martin David	10-2000
	US6144653		Persson; Bengt	11-2000
	US6181334		Freeman; Michael J.	01-2001
	US6185541		Scroggie; Michael C.	02-2001
	US6216129		Eldering; Charles A.	04-2001
	US6236978		Tuzhilin; Alexander S.	05-2001
	US6253238		Lauder; Gary M.	06-2001
	US6263501		Schein; Steven M.	07-2001
	US6266649		Linden, Gregory D.	07-2001
	US6298348		Eldering; Charles A.	10-2001
	US6359902		Putzolu; David M.	03-2002
	US6378130		Adams, Michael Brian	04-2002
	US6418122		Schoenblum; Joel W.	07-2002
	US6424998		Hunter; Charles Eric	07-2002
	US6425131		Crandall; Evan Stephen	07-2002
	US6434747		Khoo; Denis Ratcliff, III	08-2002
	US6446082		Arita; Kenji	09-2002
	US6459427		Mao; Weidong	10-2002

FOREIGN PATENT DOCUMENTS						
Exr Initials	Foreign Patent Document			Name of Applicant of Cited Document	Date of Publication of Cited Document MM-YYYY	T ₁
	Country Code	Number	Kind Code (if known)			
	WO	9907142		MANKOVITZ	02-1999	
	WO	0147279		BARTON	06-2001	

OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS		
Exr Initials	Include Name of first Author (in CAPITAL LETTERS), title of the article (where appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), volume-issue number(s), page(s), date (in parentheses). If a book, also include publisher and city and/or county where published.	T ₁
	Gallagher, "A Framework for Targeting Banner Advertising on the Internet", System Sciences, Proceedings of the 30 th Hawaii Intn'l. Conference, Vol. 4, 12 pgs. (January 1997)	
	MCCANDLESS. "Web Advertising", IEEE Intelligent Systems, Vol., 13, 3 pgs., (May-June 1998)	

Examiner Signature		Date Considered	
--------------------	--	-----------------	--

2/23/2006

T₁ - Place a check mark if complete document is in English; otherwise, place a letter "A" if only an English abstract is attached.

Form PTO/SB/08A		Complete if Known	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT (use as many sheets as necessary)		Application Number	09/857,257
		Filing Date	01 June 2001
		First Named Inventor	Eldering, Charles A.
		Group Art Unit	3622
		Examiner Name	Nguyen, Tri V.
Sheet	7	of	8
		Attorney Docket Number	T709-12

U.S. PATENT DOCUMENTS				
Exr Initials	U.S. Patent Document		Name of First Inventor of Cited Document	Date of Publication of Cited Document MM-YYYY
	Number	Kind Code (if known)		
	US6463585		Hendricks; John S.	10-2002
	US6487721		Safadi; Reem	11-2002
	US6493875		Eames; Thomas R.	12-2002
	US6505169		Bhagavath; Vijay K .	01-2003
	US6516002		Huang; Si Jun	02-2003
	US6519571		Guheen; Michael F.	02-2003
	US6560578		Eldering; Charles A.	05-2003
	US6571279		Herz; Fredrick	05-2003
	US6583825		Yuen; Henry C.	06-2003
	US6615039		Eldering; Charles A.	09-2003
	US6631523		Matthews, III; Joseph H.	10-2003
	US6643696		Davis; Owen	11-2003
	US6665872		Krishnamurthy; Ravi	12-2003
	US6675385		Wang; Jeffrey Yutong	01-2004
	US6698020		Zigmond; Daniel J.	02-2004
	US6704930		Eldering; Charles A.	03-2004
	US6718551		Swix; Scott R.	04-2004
	US6724974		Naruto; Hirokazu	04-2004
	US6738978		Hendricks; John S.	05-2004
	US6796555		Blahut; Donald E.	09-2004
	US6820062		Gupta; Om P.	11-2004
	US6820277		Eldering , Charles A.	11-2004
	20010013124		Klosterman, Brian L.	08-2001
	20010014868		Herz, Frederick	08-2001

FOREIGN PATENT DOCUMENTS					
Exr Initials	Foreign Patent Document			Name of Applicant of Cited Document	Date of Publication of Cited Document MM-YYYY
	Country Code	Number	Kind Code (if known)		

OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS		
Exr Initials	Include Name of first Author (in CAPITAL LETTERS), title of the article (where appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), volume-issue number(s), page(s), date (in parentheses). If a book, also include publisher and city and/or county where published.	T ₁

Examiner Signature		Date Considered	
---------------------------	--	------------------------	--

2/23/2006

T₁ - Place a check mark if complete document is in English; otherwise, place a letter "A" if only an English abstract is attached.

